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Scholarly Communication Services: Repository-based Library Publishing

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The resources mentioned in this presentation are listed in alphabetical order at the end.
Background

- The University of Western Ontario
- Research-intensive university
- Internationalization
- Best student experience
Create Change at Western

• Increase the university community’s understanding of scholarly communication issues such as the economy of journal publishing, open access, author rights, and copyright management

• Goal: Members of the community will take appropriate actions to address these issues
Create Change at Western

- Explore collaboration opportunities with different constituencies on campus to broaden the dissemination of scholarly content
- Goal: Scholarship@Western will be integrated into the dissemination of scholarly content at Western
Scholarship@Western

- Intellectual Output
- Scholarships and Awards
- Researcher Gallery
- Electronic Theses and Dissertations
- Online Publishing

- Publications, presentations, and academic projects from Western community
- Researchers’ publications and presentations showcased on their homepages
- Online access to and preservation of Western’s master’s theses and PhD dissertations
- Online platform to host journals, conference proceedings, technical reports, etc.

Scholarship@Western http://ir.lib.uwo.ca/
Online Publishing

- Online journals
- eBooks
- Conference proceedings
- Electronic theses and dissertations
- Working papers
How to Attract Users of Online Publishing Services?
Strategy 1: Identify Stakeholders and Advocates on Campus

• Key stakeholders:
  ✓ University administration
  ✓ Faculty and researchers
  ✓ Scholarly society leaders and journal editors
  ✓ Research centres/institutes
  ✓ Departmental presses
  ✓ Students, especially graduate students
  ✓ Units that play an active role in supporting research and scholarship
  ✓ Librarians
Strategy 2: Reach out and Listen

• Customize the message
• For university administration: Emphasize how Scholarship@Western and related services align with the university’s strategic directions
• Marilyn Moody: “It’s not about the library; it’s all about the university... The university’s strategic priorities are the library’s strategic priorities.” (Strategic Change and Alignment: ScholarWorks at Boise State University)
Strategy 2: Reach out and Listen

• For faculty and researchers: Emphasize how new scholarly communication practices enhance access to their publications, increase impact of their research, and contribute to the peer recognition of their accomplishments

• Association of Research Libraries’ **Scholarly Communication Education Initiatives**
Strategy 2: Reach out and Listen

- For scholarly society leaders and journal editors: Alert them to new scholarly communication practices and explore possible collaboration opportunities
- Association of Research Libraries’ guidelines on promoting positive change and a continuing role for scholarly societies
Strategy 2: Reach out and Listen

• For research centres and institutes: Focus on how Scholarship@Western and related services can help raise their profiles

• For departmental presses: Explore opportunities for collaboration or even partnership

• SPARC’s Campus-based Publishing Resource Center
Strategy 2: Reach out and Listen

• For graduate students: Emphasize how new scholarly communication practices help jumpstart their academic careers
• For campus units that support research and scholarship: Explore opportunities for collaboration
Strategy 2: Reach out and Listen

• Listen to the stakeholders and find out how they view scholarly communication issues
• Create a dialogue with the stakeholders and gather their input
• Be proactive and ongoing in order to build momentum and generate impact
Strategy 3: Provide Suggestions and Services

• Seek opportunities to build working relationships with the stakeholders
• Provide services and be available to answer questions
• Goal: Members of the university community understand that the library provides services to facilitate various forms of scholarly communication
Strategy 4: Partner with Stakeholders

- Form partnerships with the stakeholders to sustain growth of Scholarship@Western
- Partnerships provide valuable opportunities for the library to reach out to more faculty and students
- They also raise the profile of the library as an integral part of the university that supports research and scholarship
Strategy 5: Offer Information Sessions

• Provide an overview of how the publishing system works
• Information sessions present opportunities for me to discuss scholarly communication issues with participants and to gather input
Strategy 6: Use Word-of-mouth Marketing

- An effective means to promote Scholarship@Western and its related services
- A way to network with stakeholders who care about scholarly communication issues
Strategy 7: Engage Librarians

• Heather Leary: Liaison librarians support the growth of the institutional repository (Liaison Team Supports IR Collections at Utah State)

• Queen’s University Library: Information kit about institutional repository (QSpace Promotional Kit)

• UBC Library: Environmental scan of scholarly communication activities in different disciplines (Scholarly Communications: Planning for the Integration of Liaison Librarian Roles)
More than an Online Publishing Platform
Assist with Copyright Policy

• Explain the benefits of liberal copyright policy
• Provide examples for reference
  ✓ PLoS journal license
  ✓ ALPSP Licence to Publish *
  ✓ Rockefeller University Press copyright policy *
• Introduce Creative Commons licenses

* This is not created for an open access journal, but certain wording can be used for reference.
Enhance Discovery of Content

• Indexed by search engines
• Listed in library online catalogues
• Indexed by academic databases
• Indexed by free online finding aids
• **Work with indexing (from Online Guide to Open Access Journals Publishing)**
Other Support Services

- Provide assistance with reviewer training (in case of student journals)
- Apply for an ISSN or ISBN
- Assign digital object identifiers for published articles
Other Support Services

• Provide journal editors with download statistics periodically
• Explore ways to preserve published content
• Provide assistance with the marketing of the journals
What Other Services?
Resources Mentioned

ALPSP Licence to Publish
http://www.alpsp.org/ForceDownload.asp?id=315

Creative Commons Licenses
http://creativecommons.org/licenses/

Liaison Team Supports IR Collections at Utah State
http://digitalcommons.bepress.com/newsletter/5/

Online Guide to Open Access Journals Publishing
http://www.doaj.org/bpguide/

PLoS Journal License
http://www.plos.org/journals/license.php
Resources Mentioned

Promoting Positive Change and a Continuing Role for Scholarly Societies

QSpace Promotional Kit (from Queen’s University Library)
http://library.queensu.ca/services/qspace/promo

Rockefeller University Press Copyright Policy
http://www.rupress.org/site/subscriptions/terms.xhtml

Scholarly Communication Education Initiatives

Scholarly Communications: Planning for the Integration of Liaison Librarian Roles
SPARC’s Campus-based Publishing Resource Center
http://www.arl.org/sparc/partnering/
Strategic Change and Alignment: ScholarWorks at Boise State University
http://works.bepress.com/marilyn_moody/17/
Working with Indexing (from Online Guide to Open Access Journals Publishing)
http://www.doaj.org/bpguide/publish/#4-1-6-work-with-indexing
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